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Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 INR-10 NSAE-00
PA-01 USIA-06 SP-02 EB-08 COME-00 OMB-01 TRSE-00
/041 W
----------013891 081403Z /53
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FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC 5102

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EO 11652: N/A
TAGS: PGOV, PINT, ABUD, NZ
SUBJECT: NEW ZEALAND PRIME MINISTER EVIDENCES INTEREST
IN ZERO-BASE BUDGETING

1. LOGAN M. CHEEK, XEROX EXECUTIVE AND AUTHOR OF "ZERO-BASE BUDGETING COMES OF AGE," IS CURRENTLY IN NEW ZEALAND CONDUCTING ONE-DAY SEMINARS ON ZBB CONCEPT. MR. CHEEK ALSO MET WITH PRIME MINISTER MULDOON MARCH 8 TO BRIEF HIM ON ZBB. CHEEK HIMSELF IS UNCERTAIN AS TO WHETHER INITIATIVE FOR MEETING CAME FROM PRIME MINISTER'S OFFICE OR INSPIRED BY N.Z. CONSULTING GROUP THAT ARRANGED FOR SBINARS.

2. AT THE END OF HIS HALF-HOUR SESSION WITH PRIME MINISTER MULDOON, MR. CHEEK BRIEFED ME ON THE OUTCOME. THE PRIME MINISTER WAS GREATLY INTERESTED IN MR. CHEEK'S PRESENTATION AND IN PARTICULAR QUESTIONED HIM ON THE FOLLOWING ASPECTS OF ZBB: (A) HOW TO MOTIVATE THE CIVIL SERVANT; (B) HOW TO HANDLE REDUNDANT CIVIL SERVANTS; AND (C) THE OVERALL PLANNING FUNCTION IN THE CIVIL SERVICE.

3. AT THE CONCLUSION OF THE MEETING, MR. CHEEK OFFERED
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TO MAKE AVAILABLE TO THE PRIME MINISTER A VIDEOTAPE OF HIS BASIC EXPLANATION OF ZBB (WHICH APPARENTLY THE PRIME MINISTER PLANS TO USE FOR BRIEFING MEMBERS OF HIS OWN STAFF AND OTHERS IN THE GOVERNMENT). MR. CHEEK WILL ALSO SEND TO THE PRIME MINISTER A NUMBER OF ARTICLES DEALING WITH THE APPLICABILITY OF ZBB TO A GOVERNMENT BUREAUCRACY (MR. CHEEK WILL SEND THE SAME MATERIALS

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TO ME). FINALLY, MR. CHEEK OFFERED TO SPEND A HALF DAY WITH THE PRIME MINISTER WHEN HE IS IN WASHINGTON FOR THE IMF MEETING TO PROVIDE HIM WITH A MORE THOROUGH ZBB BRIEFING AND TO PERMIT HIM TO MEET WITH CERTAIN KEY PEOPLE INVOLVED IN ZBB.

4. ARTICLES IN THE PRESS HAVE NOTED MR. CHEEK'S PRESENCE IN NEW ZEALAND AND HIS MEETING WITH THE PRIME MINISTER. WELLINGTON'S MORNING NEWSPAPER (THE DOMINION) OF MARCH 8 CONTAINED A LEAD EDITORIAL ON ZBB GIVING THE CONCEPT TENTATIVE APPROVAL, PARTICULARLY IN GOVERNMENT OPERATIONS.

5. EMBASSY COMMENT: PRIME MINISTER MULDOON, AS FINANCE MINISTER AS WELL, IS UNDOUBTEDLY ATTRACTED BY A TECHNIQUE THAT, IF ADOPTED, COULD RESULT IN A RATIONALIZATION OF GOVERNMENT EXPENDITURES. WITH NATIONAL ELECTIONS SCHEDULED FOR NOVEMBER, IT IS POSSIBLE THAT HE WILL EMULATE PRESIDENT CARTER BY COMMITTING HIMSELF TO THE INTRO-DUCTION OF ZBB IF HE SHOULD BE RETURNED TO POWER.
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TAGS: PGOV, PINT, EFIN, NZ
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